

ORDER



KSDK

Orders	Order / Rev:	711523		
	Alt Order #:	06304176		
	Product Desc:	DSCC IE		
	Estimate:	1139		
	Flight Dates:	10/09/12 - 11/05/12		
	Original Date / Rev:	10/18/12 / 10/18/12		
	Order Type:	Political		
	Primary AE:	Kristin Waskie		
	Sales Office:	T-PHI		
	Sales Region:	NAT		
Agency	Name:	Great American Media/ POL		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
	1010 Wisconsin Ave. NW, Ste. 800		Billing Cycle:	EOM/EOC
	Washington, DC 20007		Agency Commission:	15%
Advertiser	Name:	Democratic Senate Campaign Comm.		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	IS-Issue/Non	Order Separation:	00:15:00
	Priority:	P-1	Advertiser External ID:	
	Revenue Codes:	AGY, GEN, POL	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	112	\$186,625.00	\$158,631.25
10/29/12	11/05/12	58	\$96,975.00	\$82,428.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	112	\$186,625.00	\$158,631.25	0.00
November 2012	58	\$96,975.00	\$82,428.75	0.00
Totals	170	\$283,600.00	\$241,060.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSDK	37%	\$283,600.00
Market	100%	\$766,486.49

Competitive Share	Share	Total
CABLE	0%	\$0.00
KDNL	6%	\$45,989.19
KETC	0%	\$0.00
KMOV	28%	\$214,616.22
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	29%	\$222,281.08
UNKWN	0%	\$0.00
WHL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/09/12	10/12/12	LN (M-F) LN (M-F)	CM	10-1035p	- 1111--	:30	4	\$2,700.00	P-1	0.00	NM	4	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/09/12	10/15/12	- 1111--		4			\$2,700.00		0.00				
2	KSDK	10/16/12	10/29/12	LN (M-F) LN (M-F)	CM	10-1035p	MTWTF--	:30	3	\$3,375.00	P-1	0.00	NM	4	\$13,500.00

Order / Rev: 711523
Alt Order #: 06304176
Flight Dates: 10/09/12 - 11/05/12

Advertiser: Democratic Senate Campaign Comm.
Product Desc: DSCC IE
Estimate: 1139

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KSDK	10/16/12	10/29/12	LN (M-F) LN (M-F)	CM	10-1035p	MTWTF--	:30	3	\$3,375.00	P-1	0.00	NM	4	\$13,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/16/12	10/22/12	MTWTF--			1	\$3,375.00			0.00					
Week:	10/23/12	10/29/12	MTWTF--			3	\$3,375.00			0.00					
3	KSDK	10/30/12	11/05/12	LN (M-F) LN (M-F)	CM	10-1035p	MTWTF--	:30	4	\$3,375.00	P-1	0.00	NM	4	\$13,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/30/12	11/05/12	MTWTF--			4	\$3,375.00			0.00					
4	KSDK	10/09/12	10/12/12	M-F 10-11A News at 10am	CM	10-11A	-TWTF--	:30	3	\$450.00	P-1	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/09/12	10/15/12	-TWTF--			3	\$450.00			0.00					
5	KSDK	10/16/12	11/05/12	M-F 10-11A News at 10am	CM	10-11A	MTWTF--	:30	2	\$560.00	P-1	0.00	NM	6	\$3,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/16/12	10/22/12	MTWTF--			2	\$560.00			0.00					
Week:	10/23/12	10/29/12	MTWTF--			2	\$560.00			0.00					
Week:	10/30/12	11/05/12	MTWTF--			2	\$560.00			0.00					
6	KSDK	10/09/12	10/22/12	Tonight Show Tonight Show	CM	1035-1137p	MTWTF--	:30	1	\$1,010.00	P-1	0.00	NM	2	\$2,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/09/12	10/15/12	MTWTF--			1	\$1,010.00			0.00					
Week:	10/16/12	10/22/12	MTWTF--			1	\$1,010.00			0.00					
7	KSDK	10/23/12	10/29/12	Tonight Show Tonight Show	CM	1035-1137p	MTWTF--	:30	2	\$1,010.00	P-1	0.00	NM	2	\$2,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/23/12	10/29/12	MTWTF--			2	\$1,010.00			0.00					
8	KSDK	10/09/12	10/12/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	-TWTF--	:30	2	\$575.00	P-1	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/09/12	10/15/12	-TWTF--			2	\$575.00			0.00					
9	KSDK	10/16/12	11/05/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	MTWTF--	:30	2	\$675.00	P-1	0.00	NM	6	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/16/12	10/22/12	MTWTF--			2	\$675.00			0.00					
Week:	10/23/12	10/29/12	MTWTF--			2	\$675.00			0.00					
Week:	10/30/12	11/05/12	MTWTF--			2	\$675.00			0.00					
10	KSDK	10/09/12	10/12/12	M-F Noon News Noon News	CM	12-1230p	-TWTF--	:30	2	\$675.00	P-1	0.00	NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/09/12	10/15/12	-TWTF--			2	\$675.00			0.00					
11	KSDK	10/16/12	11/05/12	M-F Noon News Noon News	CM	12-1230p	MTWTF--	:30	2	\$790.00	P-1	0.00	NM	6	\$4,740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/16/12	10/22/12	MTWTF--			2	\$790.00			0.00					
Week:	10/23/12	10/29/12	MTWTF--			2	\$790.00			0.00					
Week:	10/30/12	11/05/12	MTWTF--			2	\$790.00			0.00					
12	KSDK	10/09/12	11/05/12	M-F 2-3p Dr. Oz	CM	2-3p	MTWTF--	:30	2	\$675.00	P-1	0.00	NM	8	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/09/12	10/15/12	MTWTF--			2	\$675.00			0.00					
Week:	10/16/12	10/22/12	MTWTF--			2	\$675.00			0.00					
Week:	10/23/12	10/29/12	MTWTF--			2	\$675.00			0.00					
Week:	10/30/12	11/05/12	MTWTF--			2	\$675.00			0.00					
13	KSDK	10/09/12	10/12/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	-TWTF--	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/09/12	10/15/12	-TWTF--			1	\$675.00			0.00					
14	KSDK	10/16/12	11/05/12		CM	3-4p	MTWTF--	:30	1	\$850.00	P-1	0.00	NM	3	\$2,550.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3-4p Ellen		(3:00 PM-4:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		1	\$850.00			0.00					
		Week: 10/23/12	10/29/12	MTWTF--		1	\$850.00			0.00					
		Week: 10/30/12	11/05/12	MTWTF--		1	\$850.00			0.00					
15	KSDK	10/09/12	10/12/12	M-F 4P News News 5 at Four	CM	4-430P	- TWTF--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	-TWTF--		2	\$900.00			0.00					
16	KSDK	10/16/12	11/05/12	M-F 4P News News 5 at Four	CM	4-430P	MTWTF--	:30	3	\$1,125.00	P-1	0.00	NM	7	\$7,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		1	\$1,125.00			0.00					
		Week: 10/23/12	10/29/12	MTWTF--		3	\$1,125.00			0.00					
		Week: 10/30/12	11/05/12	MTWTF--		3	\$1,125.00			0.00					
17	KSDK	10/09/12	10/12/12	M-F 430-5p Jeopardy	CM	430-5p	- TWTF--	:30	4	\$1,125.00	P-1	0.00	NM	4	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	-TWTF--		4	\$1,125.00			0.00					
18	KSDK	10/16/12	10/22/12	M-F 430-5p Jeopardy	CM	430-5p	MTWTF--	:30	2	\$1,235.00	P-1	0.00	NM	2	\$2,470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		2	\$1,235.00			0.00					
19	KSDK	10/30/12	11/05/12	M-F 430-5p Jeopardy	CM	430-5p	MTWTF--	:30	5	\$1,235.00	P-1	0.00	NM	5	\$6,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		5	\$1,235.00			0.00					
20	KSDK	10/09/12	10/12/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	- 1111--	:30	4	\$2,250.00	P-1	0.00	NM	4	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	-1111--		4	\$2,250.00			0.00					
21	KSDK	10/16/12	11/05/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	MTWTF--	:30	5	\$2,800.00	P-1	0.00	NM	11	\$30,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		1	\$2,800.00			0.00					
		Week: 10/23/12	10/29/12	MTWTF--		5	\$2,800.00			0.00					
		Week: 10/30/12	11/05/12	MTWTF--		5	\$2,800.00			0.00					
22	KSDK	10/09/12	10/12/12	M-F 5-6A 5-6a	CM	5-6A (5:00 AM-6:00 AM)	- TWTF--	:30	2	\$575.00	P-1	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	-TWTF--		2	\$575.00			0.00					
23	KSDK	10/23/12	11/05/12	M-F 5-6A 5-6a	CM	5-6A (5:00 AM-6:00 AM)	MTWTF--	:30	3	\$675.00	P-1	0.00	NM	6	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		3	\$675.00			0.00					
		Week: 10/30/12	11/05/12	MTWTF--		3	\$675.00			0.00					
24	KSDK	10/16/12	10/22/12	M-F 5-6A 5-6a	CM	5-6A (5:00 AM-6:00 AM)	MTWTF--	:30	2	\$675.00	P-1	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		1	\$675.00			0.00					
25	KSDK	10/09/12	10/12/12	M-F 5P News Nightly News Adj.	CM	528-530p (5:28 PM-5:30 PM)	- TWTF--	:30	2	\$3,375.00	P-1	0.00	NM	2	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	-TWTF--		2	\$3,375.00			0.00					
28	KSDK	10/09/12	10/12/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	- TWTF--	:30	3	\$2,475.00	P-1	0.00	NM	3	\$7,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	-TWTF--		3	\$2,475.00			0.00					
N29	KSDK	10/16/12	11/05/12		CM	6-630P	MTWTF--	:30	4	\$3,025.00	P-1	0.00	NM	7	\$21,175.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6P News															
News Channel 5 at 6P															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/16/12	10/22/12	MTWTF--	2	\$3,025.00	0.00										
Spot	Ch	Date Range	Description	Start/End Time		Weekdays	Length			Rate	Rtg	Type			
4	KSDK	10/16/12-10/22/12	M-F 6P News	6-630P		MTWThF----	:30			(\$3,025.00)	0.00	NM			
<i>See MG 29.10 [Did not air due to Severe Weather cut in]</i>															
10	KSDK	10/19/12-10/19/12	M-F 6P News	6-630P		-----F----	:30			\$3,025.00	0.00	NM			
<i>(MG for 29.4 10/17 [n/a])</i>															
Week: 10/23/12	10/29/12	MTWTF--	4	\$3,025.00	0.00										
Week: 10/30/12	11/05/12	MTWTF--	1	\$3,025.00	0.00										
30	KSDK	10/09/12	10/12/12	M-F 6-7A	CM	6-7A	-TWTF--	:30	3	\$1,125.00	P-1	0.00	NM	3	\$3,375.00
6-7a															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/09/12	10/15/12	-TWTF--	3	\$1,125.00	0.00										
31	KSDK	10/23/12	11/05/12	M-F 6-7A	CM	6-7A	MTWTF--	:30	4	\$1,350.00	P-1	0.00	NM	8	\$10,800.00
6-7a															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/23/12	10/29/12	MTWTF--	4	\$1,350.00	0.00										
Week: 10/30/12	11/05/12	MTWTF--	4	\$1,350.00	0.00										
33	KSDK	10/09/12	10/12/12	630-7P Wheel	CM	630-7P	-TWTF--	:30	3	\$2,250.00	P-1	0.00	NM	3	\$6,750.00
630-7P Wheel of Fortune															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/09/12	10/15/12	-TWTF--	3	\$2,250.00	0.00										
36	KSDK	10/09/12	10/12/12	M-F NBC Today 7-9A	CM	7-9A	-1111--	:30	4	\$1,010.00	P-1	0.00	NM	4	\$4,040.00
NBC Today 7-9A															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/09/12	10/15/12	-1111--	4	\$1,010.00	0.00										
37	KSDK	10/23/12	11/05/12	M-F NBC Today 7-9A	CM	7-9A	MTWTF--	:30	5	\$1,250.00	P-1	0.00	NM	10	\$12,500.00
NBC Today 7-9A															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/23/12	10/29/12	MTWTF--	5	\$1,250.00	0.00										
Week: 10/30/12	11/05/12	MTWTF--	5	\$1,250.00	0.00										
38	KSDK	10/16/12	10/22/12	M-F NBC Today 7-9A	CM	7-9A	MTWTF--	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
NBC Today 7-9A															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/16/12	10/22/12	MTWTF--	1	\$1,250.00	0.00										
39	KSDK	10/12/12	10/12/12	Fri Prime C	CM	9-10P	-----F--	:30	1	\$3,375.00	P-1	0.00	NM	1	\$3,375.00
Dateline															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/08/12	10/14/12	-----F--	1	\$3,375.00	0.00										
40	KSDK	10/19/12	11/02/12	Fri Prime C	CM	9-10P	-----F--	:30	1	\$4,500.00	P-1	0.00	NM	3	\$13,500.00
Dateline															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/15/12	10/21/12	-----F--	1	\$4,500.00	0.00										
Week: 10/22/12	10/28/12	-----F--	1	\$4,500.00	0.00										
Week: 10/29/12	11/04/12	-----F--	1	\$4,500.00	0.00										
41	KSDK	10/20/12	10/20/12	LN (Sa)	CM	10-1035p	-----S-	:30	1	\$2,700.00	P-1	0.00	NM	1	\$2,700.00
LN (Sa)															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/15/12	10/21/12	-----S-	1	\$2,700.00	0.00										
42	KSDK	10/20/12	11/03/12	Sat 6p	CM	6-630P	-----S-	:30	1	\$1,575.00	P-1	0.00	NM	3	\$4,725.00
News Channel 5 at 6P Sat															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/15/12	10/21/12	-----S-	1	\$1,575.00	0.00										
Week: 10/22/12	10/28/12	-----S-	1	\$1,575.00	0.00										
Week: 10/29/12	11/04/12	-----S-	1	\$1,575.00	0.00										
43	KSDK	10/13/12	10/13/12		CM	6-7A	-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00

Order / Rev: 711523
Alt Order #: 06304176
Flight Dates: 10/09/12 - 11/05/12

Advertiser: Democratic Senate Campaign Comm.

Product Desc: DSCL IE

KSDK

Estimate: 1139

Order / Rev: 711523
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Flight Dates: 10/09/12 - 11/05/12

Advertiser: Democratic Senate Campaign Comm.

Product Desc: DSCC IE

KSDK

Estimate: 1139